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GAIN Report

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Norway

Promotion Opportunities

Report for Calendar Years 2001-2003

2001

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Report Highlights:

This report provides information on trade shows and other promotional activities in the region of Sweden, Finland, Norway, Latvia and Estonia of interest to U.S. exporters. For planning purposes, the report covers the period of year 2001-2003. The report will be updated on a regular basis.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Stockholm [SW1], NO

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Disclaimer:

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

Section I. FAS/W Endorsed Trade Show**FINLAND**

Title of Event **GASTRO 2002** (USDA Supported!)

Date March 20-22, 2002

Venue Helsinki Fair Centre, Helsinki

Organizer The Finnish Fair Corporation, Helsinki Fair Centre
Messuaukio, P.O. Box 21, FIN-00521 Helsinki, Finland
Tel: +358-9-150 91, Fax: +358-9-142 358
Email: ritva.becker@finnexpo.fi, eijaliisa.koivu@finnexpo.fi
Web Site: www.finnexpo.fi

USDA Contacts

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American Embassy, FAS	USDA Trade Show Office
Dag Hammarskjölds Väg 31	Tel: (202) 720 3425
SE-115 89 Stockholm, Sweden	Fax: (202) 690 43 74
Tel: +46-8-783 53 91,	Email: CookS@fas.usda.gov
Fax: +46-8-662 84 95	
Email: bjorkegren@fas.usda.gov	

Gastro 2002 is a 3-day trade event aimed at professionals working in the catering, restaurant and hotel business. The Gastro 2000 fair had a total of 331 exhibitors from 30 countries and 30,526 visitors of which 848 came from Estonia, Sweden and Russia. Also present were 355 members of the press.

At Gastro 2002 The FAS office at the American Embassy in Stockholm will participate with an American Food Pavilion to promote U.S. food products. Please contact our office if you and your company wish to join the American Food Pavilion. See contact information above. Terms of participation in the American Food Pavilion are currently under review.

Section II. Other Trade Shows

SWEDEN

Title of Event **Health Fair**
Date September 28-30, 2001
Venue Sollentuna Exhibition Centre, Stockholm
Organizer Sollentuna Exhibition Centre,
P.O. Box 174, SE-191 23 Sollentuna, Sweden
Tel: +46-8-506 650 00, Fax: +46-8-506 652 01
Email: susann.carlsson@sollfair.se
Web Site: www.sollfair.se

The Health Fair is the largest health fair in the Nordic region and a forum for companies and organizations in the health business. It is a public fair, and a good opportunity to display and sell health products. The Health Fair in year 2000 included 170 exhibitors.

Title of Event **Stockholm Beer Festival**
Date September, 2001
Venue Nacka Strand Mass & Konferens Center, Stockholm
Organizer Stockholms Ol & Vin AB
Karlavagen 75 B, 114 49 Stockholm, Sweden
Tel: +46-8-662 94 94, Fax: +46-8-662 94 55
Email: marianne.wallberg@stockholmbeer.se
Web Site: www.stockholmbeer.se

The Stockholm Beer Festival is the nordic region's leading, annual festival for beer, cider and whiskey. Almost 200,000 people have visited the festival since it started in 1992. The festival in year 2000 featured about 1000 types of beer, cider and whiskey from many different countries. There are beer tastings, entertainment and beer & whiskey seminars. The fair is open until midnight for the trade as well as the general public. Certain hours of the weekdays are open for trade people only.

Title of Event **Wine Dine & Stay Expo**
Date October 23-26, 2001
Venue The Swedish Exhibition & Congress Centre, Gothenburg
Organizer The Swedish Exhibition & Congress Centre
412 94 Gothenburg, Sweden
Tel: +46-31-708 80 00, Fax: +46-31-16 03 30
Email: winedinestay@swefair.se
Web Site: www.swefair.se

The Wine Dine & Stay Expo is a combination of five fairs - Hotel, Wine Spirits Expo, Interfood, Scandinavian Fast Food and Retail trade. It is an opportunity to meet with professionals in the restaurant, café, fast food, bar, hotel and retail businesses.

Title of Event **Stockholm Food & Beverage Show**
Date November 19-11, 2001
Venue Stockholm International Fairs, Stockholm
Organizer Stockholm International Fairs
 Massvagen 1, SE-125 80 Stockholm, Sweden
 Tel: +46-8-749 41 00, Fax: +46-8-99 20 44
 Email: staff@stofair.se
 Web Site: www.stofair.se

The Stockholm Food & Beverage Show is an annual, public fair for food, beverage and kitchen utensils. Exhibitors are food manufacturers, suppliers, wholesalers, retailers and importers. The target group is consumers who have an interest in food and drink in a region of 630,000 households.

The fair will be covered by a large number of journalists and photographers. It is a good opportunity for U.S. companies exporting to the region to make their products known to the general public.

Title of Event **Oresund Beer & Whiskey Festival**
Date March, 2002 (3 days)
Venue Malmo Massan, Malmo
Organizer Stockholms Ol & Vin AB
 Karlavagen 75 B, 114 49 Stockholm, Sweden
 Tel: +46-8-662 94 94, Fax: +46-8-662 94 55
 Email: marianne.wallberg@stockholmbeer.se
 Web Site: www.stockholmbeer.se

in co-operation with

Miller Freeman Sweden AB
P.O. Box 468, SE-201 24 Malmo, Sweden
Tel: +46-40-690 85 00, Fax: +46-40-690 85 01
Web Site: www.malmomassan.se

The Oresund Beer Festival is a big annual festival for beer, cider and whiskey in the nordic region. Due to the location in Malmo, the fair attracts many visitors from Sweden as well as Denmark. Thirty exhibitors show 500 types of beer, cider and whiskey from around 20 countries. There are beer tastings, entertainment and beer & whiskey seminars. The fair is open until midnight for the trade as well as the general public. Certain hours it is open for trade people only.

Title of Event **Resta 2002**
Date September 17-19, 2002
Venue Malmomassan, Malmo
Organizer Miller Freeman Sweden AB
 P.O. Box 468, SE-201 24 Malmo, Sweden
 Tel: +46-40-690 85 00, Fax: +46-40-690 85 01
 Web Site: www.malmomassan.se

Resta 2002 is a trade fair for professionals in the hotel, restaurant, institutional kitchen and fast food business.

Title of Event **Stockholm Food & Beverage Show**
Date November 2002
Venue Stockholm International Fairs, Stockholm
Organizer Stockholm International Fairs
 Massvagen 1, SE-125 80 Stockholm, Sweden
 Tel: +46-8-749 41 00, Fax: +46-8-99 20 44
 Email: staff@stofair.se
 Web Site: www.stofair.se

The Stockholm Food & Beverage Show is an annual, public fair for food, beverage and kitchen utensils. Exhibitors are food manufacturers, suppliers, wholesalers, retailers and importers. The target group is consumers who have an interest in food and drink, in a region of 630,000 households.

The fair will be covered by a large number of journalists and photographers. It is a good opportunity for U.S. companies exporting to the region to make their products known to the general public.

Title of Event **GastroNord 2003**
Date March 17-20, 2003
Venue Stockholm International Fairs, Stockholm
Organizer Stockholm International Fairs
 Massvagen 1, SE-125 80 Stockholm, Sweden
 Tel: +46-8-749 41 00, Fax: +46-8-99 20 44
 Email: staff@stofair.se
 Web Site: www.stofair.se

The GastroNord 2000 show included 556 exhibitors and almost 40,200 visitors. Visitors are from the hotel/restaurant, catering and fast food sectors. The fair is Scandinavia's major food trade fair and is recognized as a trend-setter throughout the Nordic-Baltic region. GastroNord 2003 is to be held in conjunction with Vinordic - Scandinavia's major trade fair for wines and spirits.

Title of Event **Vinordic 2003**
Date March 17-20, 2003
Venue Stockholm International Fairs, Stockholm
Organizer Stockholm International Fairs
 Massvagen 1, SE-125 80 Stockholm, Sweden
 Tel: +46-8-749 41 00, Fax: +46-8-99 20 44
 Email: staff@stofair.se
 Web Site: www.stofair.se

The Vinordic 2000 show included 23,000 visitors and 185 exhibitors. Visitors are wine-waiters, bartenders, personnel from the Swedish wine and spirits monopoly - Systembolaget, wine and beer journalists, restaurant and hotel staff. The fair has evolved into Northern Europe's major wine marketing event and an increasingly important sales channel into one of the world's most exciting markets for wines, spirits, beers and ciders. Vinordic 2003 is to be held in conjunction with GastroNord - Scandinavia's major food trade fair

FINLAND

Title of Event **ViiniExpo**
Date March 8-10, 2001
Venue The Helsinki Fair Centre, Helsinki
Organizer The Finnish Fair Corporation, The Helsinki Fair Centre
 Contact: Ms. Leena Aarniala
 P.O. Box 21, FIN-00521 Helsinki, Finland
 Tel: +358-9-1509 219, Fax: +358-9-142 358
 Email: leena.aarniala@finnexpo.fi
 Web Site: www.finnexpo.fi

ViiniExpo is a 3-day event aimed at professionals working in the field of alcohol trade. The fair will take place for the ninth time in year 2001. On the last day, Wine Lover's Day, the fair will be open to the public as well. The ViiniExpo 2000 fair had a total of 12,359 visitors, 355 members of the press and 59 exhibitors.

Title of Event **ViiniExpo**
Date March, 2002
Venue The Helsinki Fair Centre, Helsinki
Organizer The Finnish Fair Corporation, The Helsinki Fair Centre
 Contact: Ms. Leena Aarniala
 P.O. Box 21, FIN-00521 Helsinki, Finland
 Tel: +358-9-1509 219, Fax: +358-9-142 358
 Email: leena.aarniala@finnexpo.fi
 Web Site: www.finnexpo.fi

ViiniExpo is a 3-day trade fair aimed at professionals working in the field of alcohol trade. The fair will take place for the tenth time in year 2002. On the last day, Wine Lover's Day, the fair

will be open to the public as well. The ViiniExpo 2000 fair had a total of 12,359 visitors, 355 members of the press and 59 exhibitors.

NORWAY

Title of Event **Agua Nor 2001**
Date August 7-10, 2001
Venue Norwegian University of Science and Technology
Organizer European Aquaculture Society
 Aquaculture Trondheim
 Slijkensesteenweg 4, B-8400 Oostende, Belgium
 Tel: +32-59-32 38 59, Fax: +32-59-32 10 05
 Email: eas@unicall.be

in co-operation with

Nor-Fishing Foundation
Nidarohallene, N-7030 Trondheim, Norway
Tel: +47-73-92 93 40, Fax: +47-73-51 61 35

Aqua Nor is the most important, bi-annual international event of the year for everybody related to the fish farming industry. New developments of products, services and R&D in the field of aquaculture are presented at this event. All major fish farming countries are represented by exhibitors, delegations and visitors. Aqua Nor is the world's leading meeting place for fish farmers and suppliers of products, services and know-how to the industry. The event has in previous years attracted close to 20,000 visitors from 50 countries. Three hundred exhibitors representing more than 600 producers and suppliers from all over the world, with the latest news on feed, fish quality and health, research, aquaculture technology, sale/marketing, breeding and production will participate.

Title of Event **Four Shows Under One Roof**
Date February, 2003 (3 days)
Venue Sjolyst Exhibition Centre, Drammensveien 154, Oslo
Organizer Norway Trade Fairs
 P.O. Box 130 Skoyen, N-1012 Oslo, Norway
 Tel: +47-22-43 91 00, Fax: +47-73-51 61 35
 Email: nv@messe.no
 Web Site: www.messe.no

This event is the most important meeting place for all suppliers to and buyers for Norwegian hotels, restaurants, cafeterias, institutions, canteens, fast food outlets and retailing in year 2003. It is a combination of four fairs:

- **The Hotel, Restaurant, Institution & Catering Exhibition**

280 participants exhibit food, drink and equipment to the 31,000 visitors.

- **Catering Equipment Exhibition**

A forum and a meeting place for professionals in the catering and restaurant business. Participants get the latest news on developments in equipment for institutional kitchens.

- **Wine-Expo**

Wine-Expo 2003 is a good opportunity to show wine and other alcohol products. More than 13,000 visitors from the restaurant and bar sector come to see what is new in the trade. Exhibitors are producers, agents and importers.

- **Nor-Shop**

It is an opportunity to meet with professionals from the restaurant, café, fast food, bar, hotel and retail business. More than 100 exhibitors show equipment to the 5,200 visitors.

ESTONIA

<i>Title of Event</i>	Tallinn Food Fair 2001
<i>Date</i>	October 31-November 2, 2001
<i>Venue</i>	Estonia Fairs Center, Pirita Street 28, Tallinn
<i>Organizer</i>	Profexpo OU Ahtri Street 12, 10151 Tallinn, Estonia Tel: +372-6261 347, Fax: +372-6261 348 Email: foodfair@profexpo.ee Web Site: www.fair.ee

The Tallinn Food Fair is the largest annual food trade event in Estonia and the whole Baltic region. Participation in this fair provides a good opportunity for American food exporters to bring their products to the attention of 30 million consumers in the Baltic market and the northern regions of Russia.

<i>Title of Event</i>	Tallinn Food Fair 2002
<i>Date</i>	2002, date to be decided
<i>Venue</i>	Estonia Fairs Center, Pirita Street 28, Tallinn
<i>Organizer</i>	Profexpo OU Ahtri Street 12, 10151 Tallinn, Estonia Tel: +372-6261 347, Fax: +372-6261 348 Email: foodfair@profexpo.ee Web Site: www.fair.ee

The Tallinn Food Fair is the largest annual food trade event in Estonia and the whole Baltic region. Participation in this fair provides a good opportunity for American food exporters to bring their products to the attention of 30 million consumers in the Baltic market and the northern regions of Russia.

LATVIA

Title of Event **Riga Food Fair 2001**
Date September 5-8, 2001
Venue RTU International Exhibition Centre, Kipsalas Street 8, Riga
Organizer BT1, Ltd
 Smerla Street 3-338, Riga, LV 1006, Latvia
 Tel: +371-752 9918, Fax: +371-782 1493
 Email: info@bt1.lv
 Web Site: www.bt1.lv

The Riga Food Fair is an annual fair for food, drinks, food processing equipment, packing, catering and services. This public fair offers an opportunity to introduce American food products to importers and the general public.

Title of Event **Riga Food Fair 2002**
Date 2002, date to be decided
Venue RTU International Exhibition Centre, Kipsalas Street 8, Riga
Organizer BT1, Ltd
 Smerla Street 3-338, Riga, LV 1006, Latvia
 Tel: +371-752 9918, Fax: +371-782 1493
 Email: info@bt1.lv
 Web Site: www.bt1.lv

The Riga Food Fair is an annual fair for food, drinks, food processing equipment, packing, catering and services. This public fair offers an opportunity to introduce American food products to importers and the general public.

Section III. Other Promotional Activities

Title of Activity **Zinfandel Wine Tasting for Journalists**
Date Spring 2001, date to be decided
Venue Stockholm, Sweden
Organizer California Wine Institute
 Ms. Camilla Ericson
 Sveavagen 52, SE-111 34 Stockholm, Sweden
 Tel: +46-8-20 86 32, Fax: +46-8-20 75 55
 Email: camilla.ericson@millhouse.se

The Swedish office of California Wine Institute opened in March, 2001. The office assists in promoting California Wines through tastings, news letters, press events, trade fairs and other activities. Contact Ms. Camilla Ericson for more information.

<i>Title of Activity</i>	American Seafood Week at Berns Restaurant
<i>Date</i>	September, 2001
<i>Venue</i>	Berns Restaurant, Stockholm
<i>Organizer</i>	Berns Restaurant Mr. Neil Ponsonby, Executive Chef P.O. Box 16340, SE-103 27 Stockholm, Sweden Tel: +46-8-566 325 35, Fax: +46-8-566 325 46 Email: neil.ponsonby@berns.se Web Site: www.berns.se

Berns Restaurant was built in 1896 and seats 250 guests. In September 2001 it is planning an American theme week. A chef from the Grand Central Oyster Bar & Restaurant in New York City will visit, and the focus will mainly be American seafood. Plans are also to invite people in the restaurant business for one night.

Section IV. Post Contact Information

For questions and further information regarding the different countries/markets please contact the appropriate office listed below.

Sweden and Finland

Foreign Agricultural Service
American Embassy
Dag Hammarskjolds Vag 31
115 89 Stockholm, Sweden
Tel: +46-8-783 53 90
Fax: +46-8-662 84 95
Email: agstockholm@fas.usda.gov
Web Site: www.usemb.se/Agriculture

Norway

Foreign Agricultural Service
American Embassy
Drammensveien 18
N-0244 Oslo, Norway
Tel: +47-21-30 86 21
Fax: +47-22-44 94 25
Email: us-agric@online.no

Latvia and Estonia

Foreign Agricultural Service
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Raina Bulvaris 7
1510 Riga, Latvia
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Fax: +371-722 73 90
Email: jolika@apollo.lv